

Goals and Objectives Checklist

GOAL: A broad statement of program purpose that describes the expected long-term effects of a program. <i>The goals of a program guide its development.</i>		
1. Is it a declarative statement?		
2. Is it free of jargon?		
3. Is it short?		
4. Is it concise?		
5. Is it easily understood?		
6. Is it stated in positive terms?		
7. Does it provide a framework for the objectives?		
OBJECTIVE: Describes results to be achieved and the manner in which results will be achieved. <i>Well-written objectives help set program priorities and set targets for progress and accountability.</i>		
1. Is the objective SMART? <ul style="list-style-type: none"> ▪ Specific: <u>Who?</u> (Target Population) & <u>What?</u> (Action/Activity) ▪ Measurable: <u>How much</u> change is expected ▪ Achievable: Can be realistically accomplished given current resources and constraints ▪ Realistic: Addresses the scope of the health program and proposes reasonable programmatic steps ▪ Time-phased: Provides a timeline indicating when the objective will be met 		
2. Does it relate to a single result?		
3. Is it clearly written?		

